

Eurobike Kicks Off Strategic Transformation With New Advisory Board

- **Institutionalized industry dialogue**
- **"Eurobike from 2027" strategy process launched**
- **Eurobike 2026 marks the first visible milestone**

Frankfurt am Main – Fairnamic GmbH has initiated the strategic development of the world's leading trade fair with the constituent meeting of the newly established Eurobike Advisory Board on February 23.

The board brings together leading national and international stakeholders to realign Eurobike in close cooperation with the industry and its individual segments.

Stephan Kurzwaski, member of the Executive Board of Messe Frankfurt Exhibition GmbH and Chairman of the Advisory Board, emphasizes: "During the discussions, it became very clear that many market participants are concerned about the increasing fragmentation of the trade fair landscape. This makes it all the more important to have a common vision for the industry – a strong, international platform that provides orientation and reliability."

Philipp Ferger, Managing Director of Fairnamic GmbH, adds: "Eurobike is at a strategic turning point. With the Advisory Board, we are creating a long-term framework for dialogue that brings together expertise, market insight and future-focused perspectives. Our aim is to reposition Eurobike from 2027 as the leading global trade fair for the bike and ecomobility universe. Eurobike 2026 is much more than a standard, compact trade show – it marks the beginning of a consistent reorientation."

The first meeting at the Frankfurt exhibition grounds brought together eight representatives from industry, trade, associations and service providers.

New concept from 2027 – Eurobike 2026 as the first signpost

The meeting focused primarily on outlining the roadmap for Eurobike's strategic transformation beginning in 2027. The timing of the event within the annual trade fair calendar from 2027 onwards was also openly discussed in the board. The stated objective of enhancing the trade fair's international leading role and

providing added value for its various stakeholder groups received broad approval.

At the end of February, Fairnamic GmbH will start a structured dialogue process featuring around 20 individual workshops with market participants from various segments, conducted by an external strategy consultancy. Outcomes and conceptual approaches will be advanced together with the Advisory Board.

As the first visible step in this strategic realignment, the trade fair organizers provided an update on the current planning status of Eurobike 2026. The event has already received binding commitments from renowned international brands representing a wide range of market segments.

New, cost-efficient participation formats, an extensive national and international visitor campaign and a clearly focused hall layout underline the event's sharpened profile. Eurobike 2026 thus marks an important milestone and provides the basis for the strategic course from 2027 onwards. The next meeting of the Advisory Board is scheduled to take place within the next two months to specify the next conceptual steps.

The 34th Eurobike will take place from June 24 to 27, 2026 – for the fifth time already in Frankfurt am Main. International editions of the trade fair include Eurobike Jakarta, since 2024, and Eurobike Istanbul, which will make its debut from April 22 to 25, 2026, in parallel to the Motobike motorcycle show.

For more information, go to: www.eurobike.com.

Press contact:

Frank Gauß, Head of Communications & Press Officer

Phone: +49 7541 708-310

E-mail: frank.gauss@messe-fn.de

About Eurobike:

Eurobike is the leading international trade fair for the bicycle industry and the ecomobility sector, representing sustainable urban mobility, transport and logistics solutions. Together with all participants from politics, business, industry and society, the trade fair creates space for communication, new ideas, a change of perspective, strong partnerships and new business models. It identifies current key topics in the areas of sports, leisure, health and everyday mobility.

About Fairnamic GmbH:

The fairnamic GmbH joint venture, founded in 2021 by the two exhibition companies Frankfurt and Friedrichshafen, is a highly specialized organizer for innovative and future mobility. With AERO – The Leading Show for General Aviation and Eurobike as the world's leading trade fair for the bicycle industry and the growing field of ecomobility, Fairnamic GmbH is the market leader in the world of avionics and sustainable urban mobility. Through bundled competencies, market expertise, global networks, brand strength and agility, fairnamic GmbH is gradually expanding the market position of its two leading trade shows and international satellites globally.